

## Appendix A

### Alliance Concept Form

Title	
Organization Name	Amount Requested
Grant Contact Person	Telephone Number
Mailing Address	Email Address
Business Address	Telephone Number
<p>Do not exceed three (3) numbered pages. Use titles and headers as shown (A1 through D2) and fill in responses below each. The text must be a minimum 12-point font (Times New Roman) and printed on 8.5 x 11 inch white office paper with one-inch margins. Provide 10 double-sided copies and one original.</p>	
<b>A. Project Overview (12 points): Provide a brief description of the project.</b>	
<p>1. Indicate which priority area is the primary focus of the project and the impact the project will have. If multiple priorities will be impacted by the project, please include them.</p>	
<p>2. Describe the problem the project will address.</p>	
<p>3. Describe the goals of the project.</p>	
<p>4. Describe the project objectives.</p>	
<p>5. Provide a narrative timeline for completion of objectives and the project.</p>	

<b>B. Team Members (6 points): The entire group involved in the project.</b>
1. Clearly identify the principal investigator and others responsible for decision making, budgets, and meeting objectives and goals. This is the <b>Management Team</b> . What will be the role of each?
2. Clearly identify those involved in providing outreach to stakeholders, completing project tasks, providing advice, assistance, or other input to the Management Team. These are the <b>Team Partners</b> . What will be the role of each?
<b>C. Implementation (8 points):</b>
1. Why do you feel the project is ready for implementation and will result in improved pest management decisions?
2. Identify a distinct target audience. Describe how you will communicate IPM practices to your target audience.
3. Describe ideas to increase awareness of the project beyond the target audience.
<b>D. Success (6 points): Measures of Success.</b>
1. Provide a brief description of how you plan to measure implementation and adoption of IPM.
2. How will you know you have met the goals of the project?